



ACTON BRIGHT STEEL LIMITED

GORDON ROAD • THE CAUSEWAY
STAINES • MIDDLESEX • TW18 3BG

METAL STOCKHOLDERS

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www.actonbrightsteel.co.uk

1st January 2020

Privacy policy

Acton Bright Steel Privacy Policy under EU 2016/679 General Data Protection Regulation (GDPR)

Ensuring the privacy of your data is important to us and we do our utmost to protect it. Our Privacy Policy explains how we process your data and what we use it for.

We process personal information e.g. your email address and contact details, for certain legitimate business purposes (defined as Legitimate Interests under GDPR), which include some or all of the following:

- Where the processing enables us to enhance, modify, personalise or otherwise improve our services and communications for the benefit of our clients.
- To identify and prevent fraud
- To enhance the security of our network and information systems
- To better understand how people interact with our websites
- To provide communications by post and email which we think will be of interest to you
- To determine the effectiveness of promotional campaigns and advertising

You have the right to object to this processing. If you wish to do this, please contact us by email or at the following addresses:

Email:

sales@actonbrightsteel.co.uk

Office:

Acton Bright Steel Limited
Gordon Road
The Causeway
Staines
Surrey
TW18 3BG.

What does Legitimate Interest mean?

“Legitimate Interest” means the interests of our company in conducting and managing our business to enable us to give you the best service/products and the best and most secure experience.

For example, we have an interest in making sure the information and marketing we send is relevant for you, so we may process your data to send you information that is tailored to your interests.

It can also apply to processing that is in your interests as well. For example, we may process your information to protect you against fraud when transacting on our website, and to ensure our websites and systems are secure.

When we process your personal information for our legitimate interests, we make sure to consider and balance any potential impact on you (both positive and negative), and your rights under data protection laws.

Having conducted an assessment that looks at what and how we communicate with you, we have concluded that our legitimate interests for processing come under some or all of the following:

- Direct marketing

We use your email address and contact details for communications and direct marketing purposes e.g. sending reports, providing you with information about our services and relevant events.

We do not sell or share your data and have systems in place to protect your data. We ensure that any third-party suppliers that we use have the highest levels of security.

If you would like to stop receiving information from us you can unsubscribe here
sales@actonbrightsteel.co.uk

ACTON BRIGHT STEEL LIMITED

- Relevant and appropriate relationship

We believe we have a relevant and appropriate relationship with you. This is either because you are a current, past or potential client.

- Reasonable expectations

We believe that you have a reasonable expectation that your data will be processed and used by us in to communications to you. If this expectation is incorrect, please contact our Data Protection Team on sales@actonbrightsteel.co.uk

Your Rights

Whenever we process your data we will ensure that we are always mindful of your Personal Data rights and take these rights into account. You can object to this processing at anytime by contacting our Data Protection Team at the following addresses:

Email:

sales@actonbrightsteel.co.uk

Office:

Acton Bright Steel Limited
Gordon Road
The Causeway
Staines
Surrey
TW18 3BG.

Please bear in mind that if you object, this may affect our ability to carry out the tasks above for your benefit.

Individuals' rights and how to exercise them

Individuals have certain rights over their personal data and data controllers (ABS) are responsible for fulfilling these rights. Acton Bright Steel will endeavour to deal with any request for information as soon as soon as possible and within the legal time limit of 40 days.

- Access to personal data

You have a right of access to personal data held by us as a data controller. You can request this by emailing sales@actonbrightsteel.co.uk. We will aim to respond to any requests for information promptly, and within the legal time limit of 40 days.

- Amendment of personal data

To update personal data submitted to us, please email sales@actonbrightsteel.co.uk

Once we are informed that any personal data processed by us is no longer accurate, we will make corrections based on your updated information.

- If you wish to stop hearing from us

You have the right to stop receiving emails from us and you can do this by replying to the email you have received from us and adding the word 'unsubscribe' to the subject line. We will remove you from this specific mailing lists or if you would like us to delete your email from all Acton Bright Steel mailing lists, please confirm this to sales@actonbrightsteel.co.uk.

- Other data subject rights

This privacy statement is intended to provide information about what personal data we collect about you and how it is used. As well as rights mentioned above, individuals may have other rights in relation to the personal data we hold. You can find more information about this on the Information Commissioner's Office website.

If you wish to exercise any of these rights, please send an email to sales@actonbrightsteel.co.uk.

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Cookies

The Acton Bright Steel website, with the exception of the Ask our experts systems, does not store or capture personal information, but merely logs the user's IP* address which is automatically recognised by the webserver.

The site uses cookies for collecting user information from the site; it does not collect any information about you except that required for system administration of the website.

If you register to receive updates your information will be held on a secure server and the data will not be shared with any parties outside of Acton Bright Steel. Your information will be used only to provide you with email updates on the topics you have requested.

This privacy statement only covers the Acton Bright Steel website at www.actonbrightsteel.co.uk If you have any queries please contact us.

** Internet Protocol: standard allowing data to be transmitted between two devices*

Complaints

If you would like to complain about our use of personal data, please send an email with the details of your complaint to sales@actonbrightsteel.co.uk.

You also have the right to lodge a complaint with the Information Commissioner's Office ("ICO") (the UK data protection regulator). For further information on your rights and how to complain to the ICO, please refer to the ICO website.